

BRAND INFORMATION

BRAND: _____

AD NAME: _____

DESCRIPTOR COPY: _____

OTHER INFO: _____

SIGN OFFS:

BRAND MANAGER _____

BRAND DIRECTOR _____

M.C. MOORE _____

D.E.R. DANGOOR _____

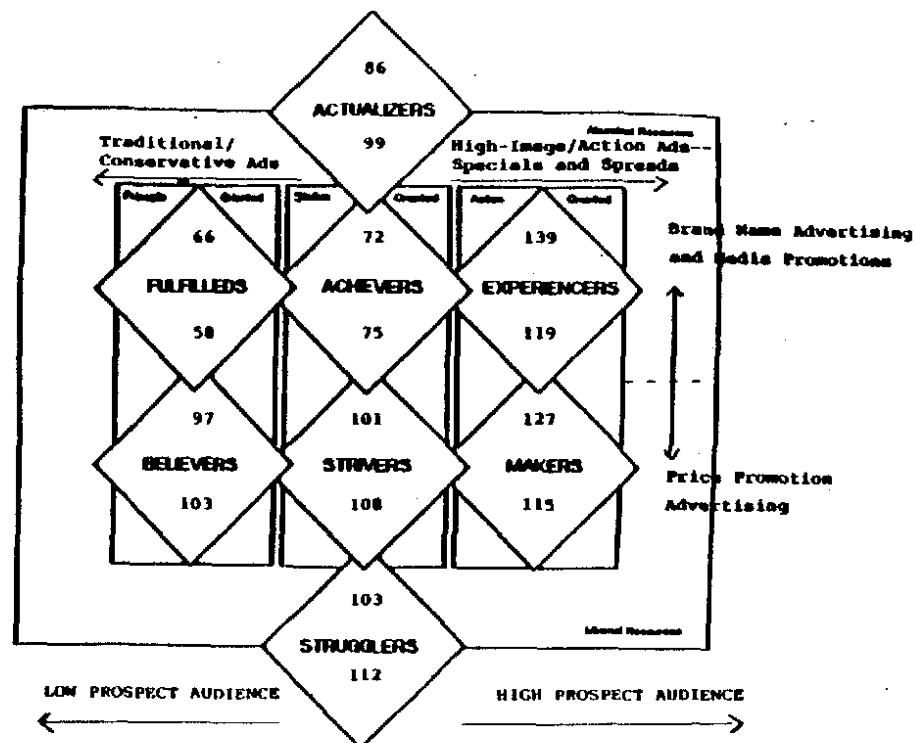
CIRCLE ONE FOR SEX AND AGE:

SEX: MALE FEMALE DUAL

AGE: LA-34 35+ LA+ 35-54

VALS GROUP

- ACTUALIZERS - AFFLUENT OPINION LEADERS
- FULFILLEDS - APPLE PIE PATRIOTS
- ACHIEVERS - REFLECTIONS OF THE AMERICAN DREAM
- EXPERIENCERS - FEAR NOT ADVENTURE SEEKERS
- STRIVERS - "WAN-NA-HAVES" IN DESIGNER JEANS
- BELIEVERS - CHURCH SUPPER FLAG WEVERS
- MAKERS - RUSTIC AMERICAN TRADITIONALISTS
- STRUGGLERS - AMERICAN GOTHIC VICTIMS OF SOCIETY



ONE CHECK PER GROUP

KEY	ACCEPTABLE	UNACCEPTABLE
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
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LEO BURNETT